



Permit #F00029951

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029951

Type of Permit: FILMING

Release Date: 07/27/2010

Production Company MJZ DBA MORTON JANKEL
ZANDER

Insured Company MJZ DBA MORTON JANKEL
Name ZANDER

Contact Phone No. 1 310-826-6200

Contact Phone No. 2

Fax

Address 2201 CARMELINA AVE
LOS ANGELES, California 90064

Production Title MOUNTAIN DEW

Type of Production Commercial - Standard

Producer Betsy Oliver

Director Blue Source

1st AD John Castor

Production Manager Jed Herold

FilmL.A. Coordinator Asia Robinson

Location Manager Kevin Briles

Primary Phone Mobile - 818-974-9564

Secondary Phone Office - 310-826-6200

Location Assistant none none

Primary Phone Office - 310-826-6219

Secondary Phone

Fees

FILMLA FILM APPLICATION FEE \$625.00

Total Permit Fee \$2,758.00

LA CITY FIRE SAFETY OFFICER \$2,048.00

Number of Locations 1

LA CITY FIRE DEPARTMENT SPOT CHECK \$85.00
SURCHARGE



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Summary Information**Location****Location 1 of 1****Page 1 of 1**

Permit Number	F00029951	Location Manager	Kevin Briles
Production Company	MJZ DBA MORTON JANKEL ZANDER	Primary Phone	Mobile - 818-974-9564
Insured Company	MJZ DBA MORTON JANKEL ZANDER	Secondary Phone	Office - 310-826-6200
Production Title	MOUNTAIN DEW		

Location Address 20101 Hamilton Ave, Los Angeles, CA, 90502**Location Type** Office Building**Prep Dates** 7/26/2010 - 7/27/2010 07:00 - 19:00**Film Dates** 7/28/2010 - 7/29/2010 07:00 - 22:00**Strike Dates** 7/30/2010 - 7/30/2010 07:00 - 19:00**Open or Closed to the Public** Open

Generic Conditions All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document MJZ Andrea Jackson (PC).pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	3		Cast	5
	Cast/Crew vehicles	55		Crew	50
	Cube Trucks	3		LA City UFSO assigned	25819
	Generator	1			
	Honey Wagons	1			
	Motor Homes	2			
	Stakebed Trucks	2			
	Vans	3			

Filming Activities Equipment on property; Interior Dialogue; Multiple takes of breaking glass; Electrical tie-in;**Special Effects:** F/X Permit # 14699

Type	No. Times Per Day	No. Takes Per Take
Breaking Glass	2 - 5	2 - 5
Squibs	2 - 5	2 - 5

Jurisdiction Political: Los Angeles City - Council District 15**Police:** Los Angeles Police Department**Fire:** Los Angeles City**Thomas Guide Page:** 764**Grid:** B4

Approvals LOS ANGELES POLICE DEPARTMENT
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT

Melissa Hernandez
Vincent Owens

Parking Base Camp
Location Type : Location

Crew Parking
Location Type : Location

**Appointment of Pacific Production Services
As Authorized Agent and Representative**

I certify that I am a representative of MJZ, INC. ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and its employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 7/27/10

Andrea Jackson

Representative's Signature

Andrea Jackson

Representative's Name (Please Print)

Production Coordinator

Representative's Title (Please Print)

MJZ, INC.

Name of Principal (i.e. company name)
(Please Print)

2201 Carmelina Ave -
LA, CA 90064

Principal's Mailing Address (Please Print)

310.826.6200

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869